

DRAFT Minutes
LDDA Board of Directors
528 Main Street, Longmont, CO 80501
February 27, 2013 – 4:15 PM

Present: Bill Sawyers, Sharon Smith-Eisler, Burbidge Austin, Joe Perrotto, Ex-Officio Member: City of Longmont, Jim Golden, Robert (Bob) Goff, Alex Sammoury, Larry Stauss
Guests: Mark Oberholzer
Staff: Executive Director; Kimberlee McKee, Marcelo Fernandez; Del Rae Heiser; Emelie Torres

1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING

2. BOARD AND EX-OFFICIO MEMBER COMMENTS – None

3. APPROVAL OF AGENDA

Motion: Burbidge Austin moved to approve the agenda, Joe Perrotto seconded the motion. The motion passed unanimously.

4. APPROVAL OF MINUTES

A. **Motion:** Alex Sammoury moved to approve the January 23, 2013 Minutes with the correction of Jim Golden to act as a financial liason/advisor to 501c3, not as a board member.

5. PUBLIC INVITED TO BE HEARD - none

6. EXECUTIVE DIRECTOR REPORT

Volunteer kick-off was successful with 30 new sign-ups. Hack-a-thon, a 3-day event at Skyline H.S. They are looking for sponsors and Kimberlee suggested that the LDDA sponsor \$500 from the A&E District. This would be a good way to bring creative based businesses to downtown. Alex also suggested for Kimberlee to ask them to come up with applications to help downtown businesses with their promotions.

El Taquito is applying for a liquor permit and needs letters of support. The board was fine with Kimberlee writing a letter of support as the director of the LDDA organization.

Work plan was updated with key participants added based on the discussion at the board retreat.

Kimberlee asked the board to review the worksheet and hopes to approve it formally in March. She also had a follow-up meeting with Eric Hozempa and he encouraged Kimberlee to move the Clean and Safe lower on the list as an on-going issue instead of the top priority.

7. Unfinished business – bicycle dismount zone - Nick received a letter of non-support from Longmont bicycle. They want to talk to council and are not in favor on any enforced ordinance. Kimberlee wants it to be a united front between the LDDA and Bicycle Longmont. Next Tuesday is the scheduled Longmont Dismount Zone meeting. They expressed that warnings would be more sufficient. This could be a good start to educate everyone and re-visit the plan in one year. Signage for dismount zone will be in place. A few board members did not favor the alleyscape 2-way traffic. Alex recommended that an ordinance be written and start with warning/education to cyclists, signs put in place and then ordinance is enforced and issue tickets after one year. Think long term in regards to traffic changes. It was decided to start the dismount zone without an ordinance and then revisit after a year.

Downtown Lighting – lighting around tree trunks can kill the trees. Other alternative is to put canopy lighting on trees. LDDA is also looking at a similar lighting as the Curly Qs at the mid-block crossings. Tivoli lights will also be in place in the breezeways.

8. New Business

IGA - Kimberlee shared the IGA report from last year and asked the board to review and re-visit changes and vote at the next board meeting in March.

Retail Retention and Recruitment - the city offers a 2 ½ day workshop to business owners for a cost of \$1,295. The city also offers \$1,000 scholarship. Kimberlee shared that one business owner commented after completing the workshop that there was too much information to digest in two days. Kimberlee shared that this program will be discussed at merchant's meeting in March.

Executive Director Contract

EXECUTIVE SESSION: EXECUTIVE SESSION: For discussion of a personnel matter under C.R.S. Section 24-6-402(2)(f) and not involving: any specific employees who have requested discussion of the matter in open session; any member of this body or any elected official; the appointment of any person to fill an office of this body or of an elected official; or personnel policies that do not require the discussion of matters personal to particular employees.

Motion: Larry Stauss moved to extend the Executive Director's contract for 1 year, salary increase of 5%, and total bonus as agreed in the contract. Alex Sammoury seconded the motion. The motion passed unanimously.

10. PUBLIC INVITED TO BE HEARD (5 MINUTES MAX PER SPEAKER) - Mark Oberholzer is renovating the 3rd and Terry house, and is interested about applying for LDDA façade program grant.

11. ITEMS FROM STAFF – Kimberlee shared with the board that new designs and font on the letterhead, envelopes, and business cards are in the works.

12. BOARD MEMBER COMMENTS - Burbidge Austin shared that some business owners on the west side are concerned about parking when alleyscape starts. He asked if we could provide cones in front of their businesses for customers to park. Kimberlee stated that on the east side, 2 spots were designated for delivery temporary parking for loading/unloading. Also looking at 1 hour parking at 300 Block during alleyscape. Bob also shared Janie's Café's concern regarding electricity outage for a few days. Bill thanked Bob for his input at the SVVSD board meeting.

13. Adjourn: 5:18 p.m.